



केवल मूल्यांकनकर्ता के उपयोग हेतु!

माध्यमिक शिक्षा मण्डल, मध्यप्रदेश, भोपाल

32 पृष्ठीय

केवल परीक्षक द्वारा भरा जावे। प्रश्न क्रमांक के सम्मुख प्राप्तांकों की प्रविष्टि करें।

प्रश्न क्रमांक	पृष्ठ क्रमांक	प्राप्तांक (अंकों में)	प्रश्न क्रमांक	पृष्ठ क्रमांक	प्राप्तांक (अंकों में)
1			17		
2			18		
3			19		
4			20		
5			21		
6			22		
7			23		
8			24		
9			25		
10			26		
11			27		
12			28		
13					
14					
15					
16					

कुल प्राप्तांक शब्दों में

कुल प्र

रा जाव ↓

→ परीक्षक एवं उपमुख्य परीक्षक द्वारा भरा जावे

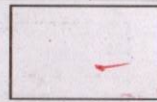
प्रमाणित किया जाता है कि अन्दर के पृष्ठों के अनुरूप मुख्य पृष्ठ पर अंकों की प्रविष्टि एवं अंकों का योग सही है।
निर्धारित मुद्रा: नाम, पदनाम, मोबाईल नम्बर, परीक्षक क्रमांक एवं पदांकित संस्था के नाम की मुद्रा लगाएं।

उप मुख्य परीक्षक के हस्ताक्षर एवं निर्धारित मुद्रा

S.K. Malviya (V.A.)
G. Model H.S.S. Agar
V.N.- 86836626

परीक्षक के हस्ताक्षर एवं निर्धारित मुद्रा
Kavita Nagdia (Lectr)
Vive.Rash.Vid.Soyatkalan
Mob.- 8964051626
V.N.- 6540

2



योग पूर्व पृष्ठ

+



अंक

=



कुल अंक



प्रश्न क्र.

1 Markers

Question 1.

Answer in one word.

Answers :-

- 1.) Consumer product, domestic or consumer product
- 2.) Sales promotion
- 3.) Capital structure
- 4.) upto 1 crore.
- 5.) Establishment of standards
- 6.) Non-Monetary Motivation
- 7.) Three level.

Question 2.

Matching

'A'

- 1.) Scientific management
- 2.) Customs & Traditions

'B'

used in factory
social environment

3

योग पूर्व पृष्ठ

+

अंक

=



प्रश्न क्र.

- | | | |
|-----|----------------------|---------------------------|
| 3.) | Management | Intangible force. |
| 4.) | divisional structure | product specialization |
| 5.) | Staffing | Human resource management |
| 6.) | divident decisions | financial manager |
| 7.) | Controlling | Taking corrective action |

Question 7.

Choose the correct options

- | | | |
|-----|-----|---|
| 1.) | (c) | <u>Three</u> |
| 2.) | (d) | <u>14</u> |
| 3.) | (d) | <u>legislation passed by the government</u> |
| 4.) | (a) | <u>Intellectual</u> |
| 5.) | (a) | <u>2019</u> |
| 6.) | (b) | <u>F.W. Taylor</u> |

प्रश्न क्र.

Question 4.

Fill in the blanks

Answers :-

- (1) External ✓
- (2) Informal ✓
- (3) determination of objectives
- (4) Technological ✓
- (5) Supervisory level
- (6) Time ✓

Question 5.

Write True / False.

Answers.

- (1.) False ✓
- (2.) True ✓

5

+

=



प्रश्न क्र.

(3.) True ✓

(4.) False ✓

(5.) True ✓

(6.) True ✓

B
S
E

2 Marks

Question 6.

"Organization"

Organization → Organization means arranging everything in orderly form and making most efficient use of the resources. When managers are performing organization function, it results in creation of an organization structure which shape the working system.

6

प्राप्त हुए पृष्ठ

+

कुल अंक

=

कुल अंक



प्रश्न क्र.

Question 7. [10]

Two Advantages of Internal Source.

Following are the two main advantages of Internal source of recruitment -

- (i) Economical
- (ii) Better services

(i) Economical - Existing employees are not required to indulge in various formalities of recruitment. So it is said to be economical.

(ii) Better services - Employees try to render their best services to the organisation in the hope of getting better chances.

Question 8.

Working capital

Working capital → Working capital refers to the excess of current assets over current liabilities.

It is utilized for meeting current liabilities by cash payment in the ordinary course of Business. It is invested in day to day and current expenditure such as raw material, salary, wages, rent etc.

$$\underline{\text{Working capital} = \text{Current assets} - \text{Current liabilities}}$$

Question 9.

Branding

Branding → Branding is a process of assigning a specific name to the product by which the product is to be known or identified. It represents a word, letter, symbol or a combination of all these so as to provide specific identification to the product. However, brand name should be short, simple and attractive.



प्रश्न क्र.

Question 10.

Functions of labelling

Following are the two most important functions of labelling :-

- (i) Useful information
- (ii) Price

(i) Useful information → Labelling provides various useful information about the product such as (i) Name of product (ii) Name of producer and his address (iii) date of expiry (iv) date of manufacturing (v) Precaution for use (vi) statutory warning etc.

(ii) Price → Labelling also record the price of product. so undue price fluctuations caused by middle man are avoided.

B
S
E



प्रश्न क्र.

Question 11. [or]

Responsibilities of a consumer

The consumer protection act, 2019, has provided various responsibilities to a consumer. Two of them are as follows:-

- (i) Knowledge of various goods and services
- (ii) danger and defect.

B
S
E

(i) Knowledge of various goods and services - The consumer must be fully aware about the goods and services available in the market. so that a rational and intelligent choice can be made.

(ii) Danger and defect - The consumer must make sure that product is free from any danger and defect. he should try to get assurance from the seller in this respect.

Question 12. Management.



प्रश्न क्र.

Management → Management is the process of getting things done with the aim of achieving the goals and objectives efficiently and effectively by efficient use of resources so as to reduce the cost and ultimately yield higher profits. It is a continuous process of planning, organizing, staffing, directing and controlling.

Question 13.

Two characteristics of principles of Management

following are the two main points of principle of management:- (i) General guidelines.

(ii) flexible.

(i) General guidelines → Principles of management are guideline to action but these do not provide ready made solutions to problem hence, they are general guideline.



प्रश्न क्र.

(ii) flexible + principles of management can be applied under different conditions. Some changes can be made according to the requirement of a company. Hence, they are flexible

Question 14.

Privatization

Privatization → It refers to that process where in the participation of state and public sector in economic activities is reduced. The main aim of privatization is to allow the private sector to run and manage the business enterprises and to minimize the reservation made for public sector.

Question 15.

[or]

Two objectives of Planning

Following are the main objectives of Planning →

- (i) Provides direction
- (ii) Facilitate decision making.

प्रश्न क्र.

- (i) provides direction → Planning provides direction for action every employee know in advance in which direction they have to work. which helps in achieving goals.
- (ii) Facillitate decesion making → Planning helps manager to take fast decesion. As in planning, goals are set in advance and prediction are made for future.

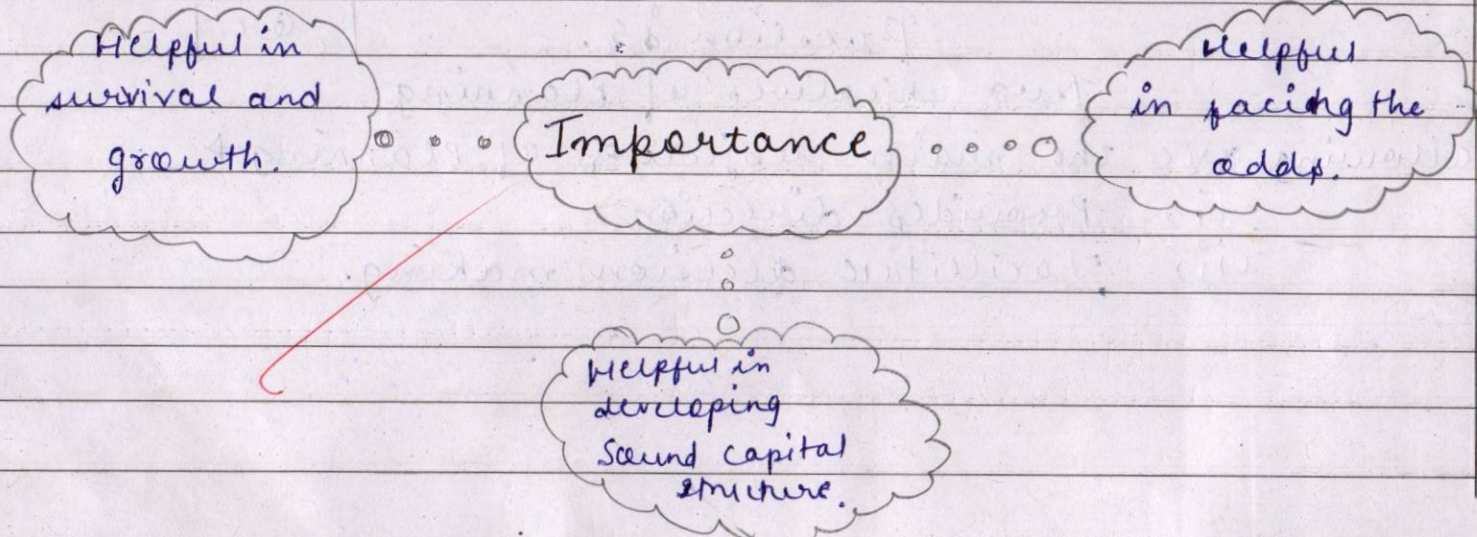
B
S
E

3 Markers. [or].

Question 16.

Importance of financial planning.

following are the three main importances of financial planning → flow chart :-



प्रश्न क्र.

Explanation :-

- (i) Helpful in survival and growth → A sound financial planning helps to a great extent in the survival, growth and profitability of a business undertaking. Sound financial planning helps in the smooth running of the enterprise.
- (ii) Helpful in facing the odds → Intelligent financial planning proves very helpful for a business undertaking in facing the ups and downs of the business without any future difficulty.
- (iii) Helpful in developing sound capital structure → Proper financial planning serves as a guide in developing a sound capital structure which will provide maximum return or benefit to the equity shareholder of the company. It helps in maintaining a proper balance between debt and equity funds.
- (iv) Helpful in expansion and betterment → Financial planning proves useful in the expansion and betterment scheme of enterprise.

B
S
E



प्रश्न क्र.

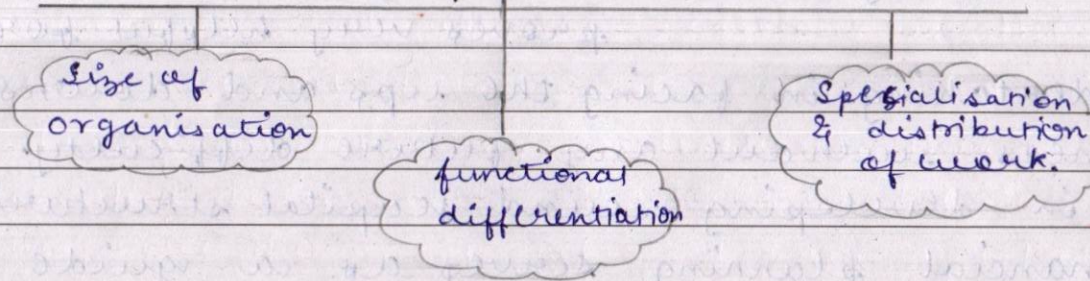
Question 14.

Importance of Coordination [or]

Coordination is the essence of management which is important at all the levels of management. Following are the main importance of coordination :-

flow chart :-

Importances



Explanation :-

1.) Size of Organisation → The need of coordination increases with the size of organisation because in large organisation there are more number of persons working so, there is more need to coordinate the efforts of these individuals.

2.) Function differentiation → In an enterprise, there are many departments and



प्रश्न क्र.

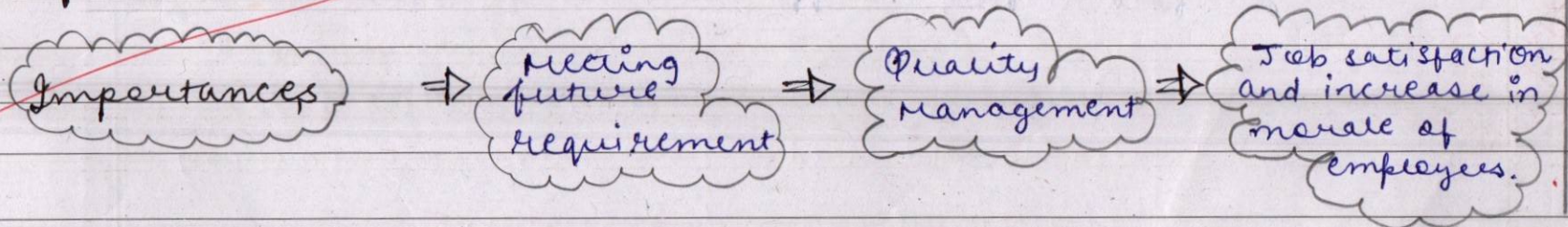
sections. these departments and sections perform various function. All these functions are essential for achieving the overall goal of enterprise. Hence, Coordination play a decisive role in integrating these functions.

- 3.) Specialization and distribution of work → Specialization can be achieved by distributing a main work into small task and units. and it is the goal of every department that adjustment can be established in each department. Hence, Coordination is necessary to bring specialization.

Question 18.

Importance of staffing. [or]

Staffing is the process of placing the right man on the right job. It is related to Human resource management. Here, are the three main importances of staffing
flow chart :-



प्रश्न क्र.

Explanations :-

(1.)

Meeting future requirements → Through staffing, the future needs of fresh, talented, competent and dynamic management executives is met internally.

(2.)

B
S
E

Job satisfaction and increase in morale of employees → Staffing ensures that all the positions in the organisation are filled by right person, who are competent and are willing to discharge their responsibilities duly. Staff is placed on the job for which they are the most fit and have aptitude for the same. It increases their morale.

(3.)

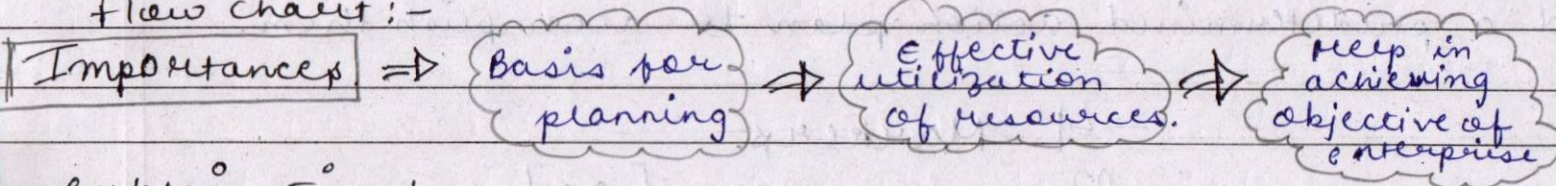
Quality management → Open ^{competition} selection in management and placement of managers assures quality management. Further the concern never feels any shortage of qualified staff.

Question 19.

Importance of Controlling.

Proper controlling system strengthen the working of the enterprise. It is an integral part of managerial effort. Following are the three main importances of controlling.

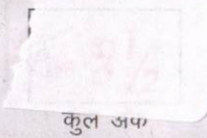
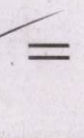
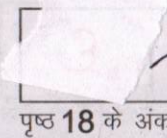
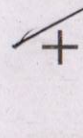
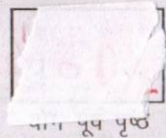
flow chart:-



Explanation:-

(1) Basis for planning → The real test for planning is controlling. A successful management always makes control the basis of its plan. An effective control system reveals the weak strategic points.

(2) Effective Utilization of Resources → Controlling is the only means by which managers can ensure that work is done as intended in terms of quantity, quality, time and cost. Hence, securing the best possible use of resources.



प्रश्न क्र (15) 3 Helps in Achieving the objectives + Controlling is concerned with detecting deviation from ~~per~~ predetermined course of action and taking corrective measures to set things right. deviations can be determined only when there are predetermined objective and a predetermined action plan to accomplish them.

4 Markers.

Question 20. [or].

difference between Marketing and selling.
following are the main differences between marketing and selling +

Basis of differences are :- (i) Meaning (ii) objectives (iii) Beginning and end (iv) Concept (v) Principle.

Basis of differences	Marketing	selling
<u>Meaning</u>	Marketing aims at identifying and satisfying the wants and needs of customer	selling refers to exchanging of goods and services for money or something valuable.



प्रश्न क्र.

B
S
EObjectives.

It aims at ensuring long term growth and stability of an enterprise through consumer satisfaction.

It aims at short term profit maximization by increasing the volume of sales.

Beginning and end.

Marketing ^{begins before} ~~ends~~ ~~continues~~ sales and continues after sales.

Selling begins after production and ~~continues~~ ends with sale.

Concept.

Marketing represent new and modern concept.

Selling represent old and traditional concept.

Principle

It follows principle "Caveat venditor" (Beware seller).

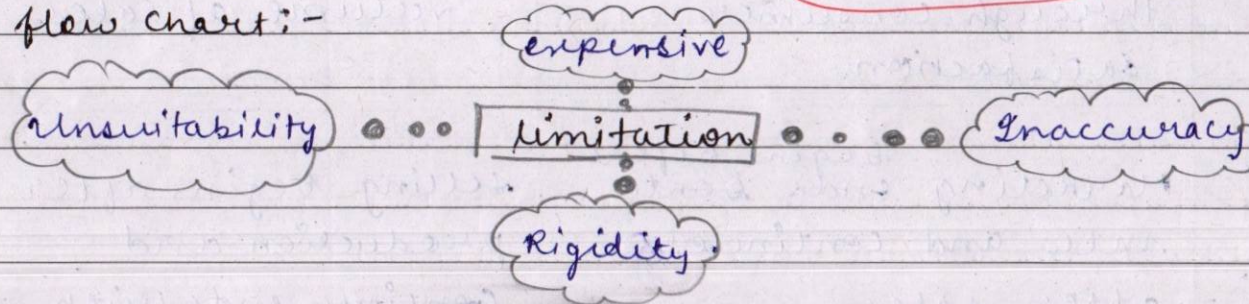
It follows the principle "Caveat emptor" (Beware buyer).

प्रश्न क्र.

Question 21.

Limitations of Planning.

Following are the four main importances of planning flow chart:-



Explanation :-

(1) Expensive → Planning is considered as an expensive process. because the framing of plans involve money, energy and also risk without giving any guarantee as to the accomplishment of objectives.

(2) Inaccuracy → Planning is based on forecast about the future which is uncertain formulation of plans on the basis of wrong forecast may not achieve the desired results.

B
S
E

(2)

+

=



प्रश्न क्र.

③ Rigidity → Once plans are made to determine the future course of actions managers are not in a position to change them. Following the predetermined plans when changes are happened in external environment. It may not achieve the desired goals.

B
S
E
④ Unsuitability → In certain business, like these dealings in fashionable articles where situation changes rapidly. planning has a limited scope. However in general business by its vary nature planning is a dynamic activity which is ever faced with new opportunities and problems.

Question 22. [or]

difference between delegation of authority and decentralisation.

following are the main differences between delegation of authority and decentralization of authority.

प्रश्न क्र.

Basis of Differences → (i) Meaning (ii) Nature (iii) Period (iv) Relation (v) Negation.

B
S
E

Basis	delegation	decentralization
Meaning	delegation refers to that process by which managers share some part of his work and authority with his subordinates.	decentralization refers to the process of even and systematic distribution of authority at each level every employee get some share in authority.
Nature.	It is <u>piecemeal</u> in nature.	It is made in block
Period.	It is generally for a shorter period of time	It is generally for a longer period of time.



प्रश्न क्र.

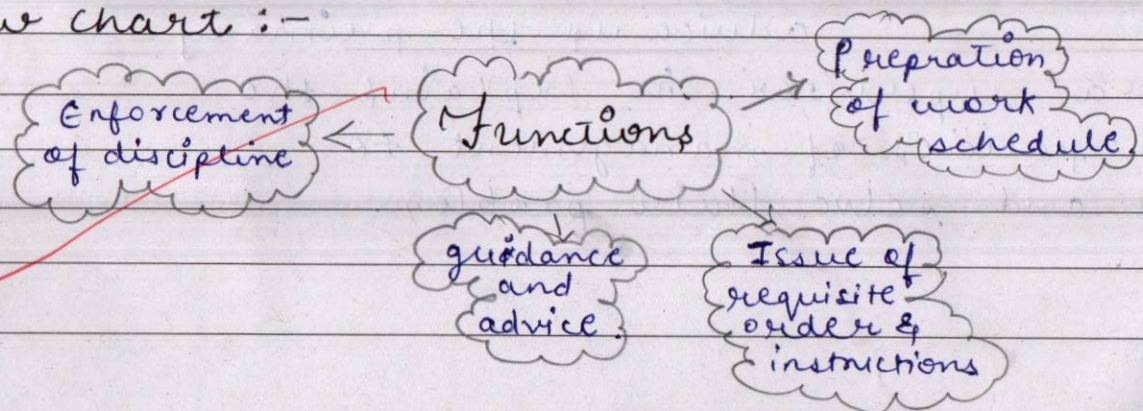
B
S
E

Relation	It is related to work performance.	It is related to structure of organization
Negation.	It's negation is comparatively easy.	It's negation is comparatively difficult.

Question 2 B.
Functions of Supervisor.

A supervisor acts as a link between management and worker. following are the main functions of a supervisor

flow chart :-





प्रश्न क्र.

Explanation :-

1.) Preparation of work schedule - A supervisor prepares the schedule of work to be prepared performed by the ~~superv~~ workers. So, that proper flow of work may be maintained.

B
S
E 2.) Issue of requisite orders and instructions - The orders and instructions to workers for executing the work are issued by the supervisor. The aim of such supervision is to stop, modify or initiate any action by the subordinates.

3.) Guidance and Advice - Guidance and giving advice is the primary function of a supervisor. He explains the plans and policies of management to workers and solve their problem.

प्रश्न क्र.

4.) Enforcement of discipline - The supervisor ensures that workers follow the plans, policies, procedures, rule etc. of the enterprise in total while performing their work. So that, there remains no scope for inefficiency.

E
S
E

16 99.1x33.9mmx16

2
Laser/Inkjet/Copier Label A4ST